

SOUTH BEND NEWS-TIMES

Morning—Evening—Sunday.

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GABRIEL R. SUMMERS, Publisher.

The Paper That Does Things

ONLY ASSOCIATED PRESS MORNING FRANCHISE PAPER IN NORTHERN INDIANA AND ONLY PAPER EMPLOYING THE INTERNATIONAL NEWS SERVICE IN SOUTH BEND. No other newspaper in the state protected by two leased wire—night and day—news services; also only eight-column paper in state outside Indiana-Jill. Published every day of the year and twice on all days except Sunday and holidays. Entered at the South Bend postoffice as second class mail.

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JUNE 30, 1916.

NO TIME TO MEDIATE.

Very appropriately there is to be no A. B. C. conference to mediate our troubles with Mexico. It is a wise decision on the part of the administration. The de facto government is up against a condition, not a theory, just now, and it is a condition of her own making.

The original conference of Argentina, Brazil and Chili representatives at Niagara Falls was not a failure, although it did not solve the Mexican problem. It was worth while because it served to convince Latin-American of our disinterestedness. It was a big step in the direction of genuine Pan-Americanism. It has determined the attitude of South America toward us ever since.

A repetition of that conference at this time, however, would be farcical. It is no occasion for mediation. The accumulated injuries done us by Mexicans, with the crowning outrage perpetrated by Carranza's government in the unprovoked attack on our troops at Carrizal, call for direct action between the two countries involved. And our government has taken a proper stand. Unless Carranza disavows the attack in addition to releasing the American soldiers captured, no nation in the world can criticize us for using force to wipe out the wrong and make sure that it will not be repeated.

It is not a question of intervention in Mexico's affairs. We are not charging ourselves, at this time, anyhow, with the responsibility of giving Mexico the kind of government she ought to have. We shall probably have to do it before we get through. But all we have undertaken at present is the duty of maintaining our own honor and protecting our people and property against Mexicans, no matter whether those Mexicans are unmitigated bandits or representatives of the constitutional government.

It is gratifying that the Latin republics in general acquiesce in this view. Carranza's propaganda has failed. The efforts made by Chili to persuade her sister nations to concerted action for the purpose of mediation have met with little encouragement. Argentina has not shown much sympathy for Mexico, and Brazil has frankly espoused our side. We are able at last to act in this delicate matter as our honor demands, without alienating our Latin friends and destroying the carefully reared structure of Pan-Americanism.

ARMY SNOBBISHNESS.

The army caste system, which maintains an unbridgeable social gulf between officers and men, is said to be disappearing from the British army, under the stress of heavy losses and the necessity of officering a great volunteer army. It disappeared from the French army at the very beginning of the war. It has gone from the Russian army and other European armies. Only in Germany and the United States are the rigid distinctions of military caste still observed.

One of the valuable by-products of service in Mexico is likely to be the upsetting of this absurd system which has developed in time of peace. It is wholly contrary to the spirit of American life. Our army, aside from the necessities of discipline, ought to be as democratic as our civilian life. And it probably will be, if the Mexican campaign entails the raising of additional forces and protracted service in the field of large numbers of volunteers.

The presence of the national guard, and its absorption into the regular army, will be a powerful factor in this democratization. Civilian troops will not swallow the arrogance which, according to army tradition, goes properly with gold-braided uniforms. The guardsmen and the new volunteers will laugh at snobbishness. And the endurance of common hardships and perils will have a wholesome tendency in the same direction.

Hereafter it will probably be possible for an American army officer to be friendly and sociable to his enlisted men, when off duty, without incurring the scorn of his brother-officers for making a "vulgar exhibition of democracy."

THE PRICE OF PAPER.

The cost of printing paper has risen so high as to drive many newspapers out of business and impose a grievous burden on all the rest. It used to be an axiom in the newspaper world that the readers' pennies just about paid for the white paper used. Today the price at which most newspapers are sold doesn't come anywhere near paying for the paper in them. The cost of paper has nearly doubled. Many papers which made a fair profit a year or two ago, are now published at a loss, for this reason alone. Publishers have discussed a general increase of one cent in the retail price, but few papers have cared to adopt this method of recouping their losses.

Whether the rise in the price of printing paper is legitimate is open to serious question. At the annual meeting of the National Editorial association, representing newspapers all over the country, it was flatly charged that the rise is due to extortion on the part of

a powerful combination of manufacturers. The "paper trust" pleads "scarcity caused by the war." But hardly any paper has been shipped to Europe. Canada is said to have limited the export of certain pulp woods to the United States, but that fact in itself is not regarded as able to cause a serious shortage. There is still plenty of available timber in this country. Most publishers agree with the statement made by the superintendent of public printing of Pennsylvania, that he sees no reason whatever for a rise in the cost of news paper. Rates have gone up, but such paper contains no rags.

This is a matter which the government might well look into, as the National Editorial association suggests. It concerns not only the newspapers, but the entire public, which is as much interested as any editor or publisher in getting its papers at a minimum cost and preventing the financial crippling of the nation's press in its great work of public service.

ELIMINATING THE DRUMMER.

The head of a big eastern commercial house, who backs his theory by practice, says that the day of the traveling salesman is past. And he makes an impressive argument for the use of advertising, by wholesalers and retailers alike.

Advertising is more satisfactory than the old method of personal solicitation, he says, because it costs less and sells more goods. Much advertising goes to waste, no doubt; but the traveling salesman system is much more wasteful of money and time.

Moreover, the salesman's salary and expenses "add to the cost of the goods without adding to its value or selling qualities." Advertising, while it is making immediate sales, does far more to establish goods as standard articles and create permanent value.

Goods sold by advertising are sold on their merits, whereas goods sold by a drummer may be sold only through personal appeal, which is local and transient.

The salesman sometimes uses questionable methods to sell. The advertiser doesn't dare to. "Advertising is virtually a guarantee in hold, unchanging type."

The drummer is a middleman, and the evolution of business is eliminating middlemen.

"The economy and efficiency of the printed word," he says, "need no eulogy from me. Retailers recognize their need of the daily newspapers by their increasing use of them."

"Things were different once upon a time before the railroads turned farms into cities. Then the original retailers were traders, and carried their goods cross-country, seeking out buyers one at a time. Now the retailer draws the customers to his store in crowds, and advertising is the magnet. Representative retailers are very particular about the goods they advertise, very careful as to the exactness of their printed word. So are representative wholesalers. Buyers know this. That is why they are paying such careful attention to the advertisements they see in the papers."

THE HEATHEN.

The other day a small party of society folk, the ladies attired strictly according to the latest mandates of fashion, were strolling about a park in one of our large cities.

Along came a Chinese girl in the distinctive, tattered garb of the Flowery kingdom.

The fashionables stared rudely in open curiosity; even tittered. Seeing this, an officious park policeman stopped the Chinese girl and questioned her about her costume. The girl—an American high school graduate, by-the-way—turned and pointed to the smirking, powdered and painted, ultra-short-skirted strangers who had now crowded about.

"Would you rather I dressed like those, sir?" she asked the cop.

The policeman, being one of the stupid, but honest sort, glanced from one to the other and back again.

"No, by crickey, miss, I wouldn't. Run along now, wid ye," he replied. The ladies of the other party blushed redly and went away deeply serious, so the tale goes.

It is a pithy little story, pointed, true and full of wholesome food-thought, if your mental and moral digestion is in good working order.

GRADING RESTAURANTS.

New York is grading its 5,000 or more restaurants according to health standards. A careful inspection of all public eating places is being made by the health department. When it is concluded, every restaurant will be given a certificate showing its rating. It will be declared "good," "fair," or "bad," according to its degree of observance of the pure food and sanitation laws and its treatment of its employees.

It is expected that when the system is established, restaurant patrons on entering a place for the first time will insist on knowing its hygienic rating before ordering their meals. In the case of a restaurant declared "good," the certificate will no doubt be displayed conspicuously, and probably printed on every bill of fare. Presumably a place pronounced only "fair," will be reluctant to admit its standing. And certainly no eating house will admit being labeled "bad" unless the confession is dragged from it. It is hoped that the advertising value and prestige lent by a favorable verdict from the health department will lead naturally to a general improvement in the quality of food, cleanliness of kitchen and carefulness of service.

Cleveland is contemplating the adoption of the same system, applying it also to groceries and other mercantile establishments that sell foodstuffs. If it proves successful, it may be followed almost universally. The American citizen is getting to be very particular about what he eats into his stomach.

A Grand Rapids, Mich., doctor who performed an autopsy on the victim in a famous murder case has charged \$25,000 for the job, on the ground that the evidence he submitted was worth more than that to the victim's family. A corporation lawyer couldn't have done better.

Three small tubes of radium salts were given as collateral for a \$250,000 loan in Chicago the other day. Which suggests a new way of salting down savings. Why shouldn't every family store up a little radium in the old sugar bowl for a rainy day?

The headlines of the Madrid papers are asking, "How will Spain stand in the Mexican difficulty?" "Wethinks" Spain will not stand at all; it is just convalescing sufficiently to sit up in bed.

Bull moose party is formally invited to join the prohibition party. The colonel is getting a fine collection of invitations, anyhow.

Henry Ford is firing employees who join the army. But it isn't on record that he has declined any army orders for motor trucks.

The Velvet Hammer

By Arthur Brooks Baker

JOHN A. HIBBERD.

He issues the directory where Hi and Jess and Bob are listed per the alphabet, per residence and job; Where advertisers shine in type of radiant display. And ordinary citizens are neatly tucked away in nonpareil or skate or a type of smaller size. To make the searcher put to use his cleverness and eyes.

The board of public safety functions with his clever aid; With Hibberd there to keep us safe, we dare not be afraid. In spite of certain statutes, inconsistently made. Forbidding public officers to harvest city trade, The printing office where he holds a heavy block of stock Gets lots of city printing while the other printers knock.

He heads a busy local bank. He keeps the public's dough Tied up in gaudy bundles and assembled in a row. He knows each nimble dollar by its pet and Christian name—The place that it is going to, the source from which it came; And many folks who visit him with looked, long or short, Get only bales or good advice to carry with them back.

He frequently indulges in the practice of the law, And exercises carefully his well developed jaw; For jurors are like voters, since their brains are often punk, And he who fain would swing them must sublimely throw the bunk. The lawyer who is nimblest with the noises of his face Is very often likeliest to win his client's case.

WITH OTHER EDITORS THAN OURS

(Indianapolis Times.)

Gov. Ralston is both practical and wise in selecting a regular army officer of experience and unusual ability to be the brigade commander of Indiana's national guardsmen entering the United States service. Of course it is doubly satisfactory to know the new brigadier is an Indiana man, Capt. Charles D. Herron. It is further assuring to recall that Herron has seen active service in tropical lands and that he knows what must be done to care for his men under peculiar climatic conditions in Mexico and on the southern border. However, it may turn out, as is usually the case, that Indiana's regiments are to be assigned to widely separated brigades; that the Hoosier commands may not continue in the same brigade, under a chosen commander. The exigencies of the situation may even demand that companies be sent forward to join with units from other states in making up conglomerate regiments and brigades. So the appointment of an Indiana brigadier general in the United States volunteers may not mean our Indiana boys are to be under that officer's direct charge. The fact the state is entitled to such an appointment is proof of the patriotic spirit of the people of Indiana. It means we have hastened to fill out depleted companies and to recruit a regiment in short order to complete the brigade of Indiana guardsmen. It means our young men have responded readily and in large numbers to the call of country and flag. In 1898 Indiana had an opportunity to select a representative Indiana officer to be made a brigadier general of volunteers. The late Henry W. Lawton was our opportunity. Politics of a small brand prevented the state from accepting Lawton, and that historic name went on to glory enrolled with the regulars. Today we profit by the lesson learned in 1898. Gov. Ralston is to be congratulated as well as commended for going to the regular army for an Indiana brigade commander. Even though he does not lead all-Indiana troops, let us have a regular soldier as Indiana's choice for high command.

WHY DON'T THEY GET OUT?

(Kokomo Dispatch.)

We are getting the results now of some of the miserable logic of those who really do not understand the spirit of this country; of those who have been allowed to express themselves in the abandoned terms of anarchy and disloyalty. We must apparently teach some of these superficial beings the lessons of our social order and make some of them face the results of their own reasoning. Sunday some of the militia of Lafayette refused to take the national oath in Indianapolis and thereby not only humiliated the community of Lafayette, but brought chagrin upon the entire state of Indiana.

We are told that there are some people in this city who are loudly declaiming against the enlistment of militiamen. If that is true, then they ought to be told in plain terms that it is none of their business and that there is no reason in their unasked-for advice. The men who enlist are not less intelligent than they and seemingly have immeasurably more appreciation of the spirit of patriotism. Perhaps it may be well to inform these people that in case there is a declaration of war, their conduct will bring them under the penalty of the sedition laws.

There is no use trying to please this breed of men—they abuse the society which yields them support in times of peace and revile it in the hour of trouble. Why don't they get out of the

THE MELTING POT

FILLED BY THE EDITORIAL STAFF

THE SHORT BALLOT.

The franchise is the quoniam of the freeman brave and bold. A thing that he should treasure more than molars made of gold. The franchise is the axe above the proud official's neck. By which official sinfulness is sometimes held in check. But often is the voter so peculiar and obtuse. He wants to keep that little axe in swift and constant use.

He wants to vote for aldermen, for behalf of the court, For voting is hilarious, invigorating sport, He wants to vote for congressman, for sweeper of the street, For gatherer of taxes and patrolman on the beat; He wants to vote for governor, for catcher of the dogs; He wants to run the big machine and fool with all the cogs.

But soon the voter wearies of his ballot long and wide. Which formerly he wielded with alacrity and pride. He finds the candidate is just a small and pointless name. Unknown to next-door neighbors and undreamed about by fame. He yields the sacred franchise less fanatical belief. And clamors for a ballot that is sensible and brief.

A. B. B.

Painting out the name is a trivial matter; The question is, how to can the clatter? —

T. R. and Hughes are to dine. We suppose it will be up to Hughes to do the dining. T. R. will be too busy talking. —

Dear Ed—Can you tell me why it always rains on the day I pick on which to mow my lawn? On the bright days I'm too busy, but when I say: "Tomorrow I will cut the grass," it rains. Why does it do it? — R. L. P.

Papers are now so full of war talk and reports that they haven't room to reprint the story of Charlie Chaplin and his enormous salary. —

After reading the account of the Orpet trial we find it one objection after another. —

Every morn at 5 o'clock, I ope' my drowsy lid; But don't praise me, All credit's due my kid. —

WAR RUMORS.

We have it from inside sources that several nations are planning to make war on us. Switzerland is thinking of sending over her navy. The king of the Falkland isles wants a coaling station on Long island. Japan wants Salt lake as a drill ground for her navy. In addition to this there are other rumors. —

SEE SPORT PAGE.

The joke to this, if there is such a thing, can be found by turning to the sport page: NEW YORK, June 28.—Dillon, on the eve of the fracas, said: "I'm going in to slug with Moran—and I'll beat him at his own game." —

boundaries of this republic if the thought of the people does not please them? Some day we are going to get good and tired of these "knockers" and give them a chance to live together, which, as we said on a former occasion, would probably be the worst punishment that could be devised and would give them the cure in about three months. —

HOW JAPAN DOES IT.

(Topeka, Kan., State Journal.) Japan has met in a practical and effective way the shortage in dyestuffs and chemicals occasioned by the great war and because the world depended chiefly for its supply of these things on Germany. A law was recently put in operation in Japan granting government subsidies for the manufacture of dyes and chemicals. It has resulted already in the formation of four companies; one a dyestuff concern, another to manufacture aluminum, a third to make medicinal and chemical products, specializing in formalin and its derivatives and other carbon compounds, and a fourth which will confine its activities to producing medicinal compounds. The promoters of such subsidized companies are required in case of chemicals to apply to the minister of agriculture and commerce for permission, and in the case of drugs to the minister of home affairs. When part of the capital is paid up, the first general meeting of the shareholders completed, and the new company registered in the courts, the promoters are entitled to ask for a subsidy. This is to be available for not more than 10 years from the date of the enactment of the law. The amount to be paid by the government is to be such as to make the dividends the company pays in each business year reach a rate of eight per cent on the paid up shares. In other words, Japan is encouraging capital to get busy and produce the things the nation needs. —

WHY COMMERCIAL EDUCATION IS POOR.

(Orlando, Fla., Reporter-Star.)

A newspaper devoted to the interests of commercial schools discusses the question why business men are continually complaining about their inaccurate and unintelligent stenographers and bookkeepers. It finds fault with the tendency to overcrowd the commercial schools with pupils secured by solicitors.

Such agents are often paid 30 to 50 per cent of tuition fees of pupils secured. The result is that they persuade parents to take girls out of the public schools at an immature age. An impression prevails with many people that anyone can do commercial work. This is far from being the case.

Few young people can give intelligent service in a business office unless they have had a high school education and some brains are experienced and take a maturity of thought before one can master the details of a business system. The manager does not wish to spend his entire time explaining his methods.

"BEST" Says the Housewife too



Millions of them say Calumet is "best"—and millions of them use Calumet day after day for bakings of every kind, for just one reason—its certainty of good results

They know that every time they bake with Calumet, the baking will be fluffy and light as down—tempting and tasty and easily digested. They know that they'll never waste time or materials—that every baking will turn out right. For experience has shown them that with Calumet failures are almost impossible.

That alone is worth the highest price you ever paid for baking powder—but as a matter of fact, Calumet shows a great saving in price over "trust" brands, and is more economical in use than cheap "big-can" brands.

Received the Highest Awards at World's Pure Food Exposition, Chicago and Paris, France, 1912

You don't save money when you buy cheap or big-can baking powder. Don't be misled. Buy Calumet. It's more economical—more wholesome—gives best results. Calumet is far superior to any other brand.

N. B.—Note Well and Take Notice

Note well the fact that electric lights—admitted by all as the best lights—are also the cheapest.

Take Notice that the 7½ cent rate brings the price down so that E. Ls. are the cheapest lights.

I. & M.

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Home 5462.

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